

ORDER

**KSNV**

Orders
Order / Rev: 108032
Alt Order #: 06865536
Product Desc: Issue
Estimate: 1790
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/19/12 / 10/19/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Mundy-Katowitz Media, Inc.
Buying Contact:
Billing Contact:
 1322 G St. SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Priorities USA Action
Demographic: A35+
Product Codes: PLI2
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	18	\$42,900.00	\$36,465.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	18	\$42,900.00	\$36,465.00	0.00
Totals	18	\$42,900.00	\$36,465.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	25%	\$42,900.00
Market	100%	\$171,600.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$42,900.00
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$42,900.00
KTUD	1%	\$1,716.00
KVVU	19%	\$32,604.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$8,580.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/30/12	10/30/12	Wake Up Early w/ Wagners	CM	430a-5a	-T-----	1:00	1	\$800.00	1	0.00	NM	1	\$800.00
WAKE-W/WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1		\$800.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/30/12	10/30/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	-T-----	1:00	1	\$800.00	1	0.00	NM	1	\$800.00
WAKE-W/WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$800.00		0.00						
E 2	KSNV	10/31/12	10/31/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	--W----	1:00	1	\$800.00	1	0.00	NM	1	\$800.00
WAKE-W/WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$800.00		0.00						
E 3	KSNV	11/01/12	11/01/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	---T---	1:00	1	\$800.00	1	0.00	NM	1	\$800.00
WAKE-W/WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$800.00		0.00						
E 4	KSNV	11/04/12	11/04/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	-----S	1:00	1	\$800.00	1	0.00	NM	1	\$800.00
WAKE-W/WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$800.00		0.00						
E 5	KSNV	11/05/12	11/05/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	M-----	1:00	1	\$800.00	1	0.00	NM	1	\$800.00
WAKE-W/WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$800.00		0.00						
E 6	KSNV	11/03/12	11/03/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	1:00	1	\$2,700.00	1	0.00	NM	1	\$2,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$2,700.00		0.00						
E 7	KSNV	11/03/12	11/03/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	1:00	1	\$2,100.00	1	0.00	NM	1	\$2,100.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$2,100.00		0.00						
E 8	KSNV	10/30/12	10/30/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	-T-----	1:00	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
WAKE W/WAGNRS1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$2,400.00		0.00						
E 9	KSNV	10/31/12	10/31/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	--W----	1:00	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
WAKE W/WAGNRS1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$2,400.00		0.00						
E 10	KSNV	11/02/12	11/02/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	----F--	1:00	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
WAKE W/WAGNRS1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$2,400.00		0.00						
E 11	KSNV	11/05/12	11/05/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	1:00	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
WAKE W/WAGNRS1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$2,400.00		0.00						
E 12	KSNV	11/06/12	11/06/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	-T-----	1:00	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
WAKE W/WAGNRS1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	-T-----	1		\$2,400.00		0.00						
E 13	KSNV	10/31/12	10/31/12		CM	12-1230pm	--W----	1:00	1	\$2,000.00	1	0.00	NM	1	\$2,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Noon News											
				Noon News											
				NEWS 3 AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$2,000.00		0.00						
E 14	KSNV	10/30/12	10/30/12	The Agenda 1230pm	CM	1230-1p	-T-----	1:00	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
				The Agenda 1230pm											
				AGENDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$1,300.00		0.00						
E 15	KSNV	11/02/12	11/02/12	Days of our Lives	CM	1258p-2pm	----F--	1:00	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
				Days of our Lives											
				DAYS-OUR LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$2,000.00		0.00						
E 16	KSNV	10/31/12	10/31/12	M-F Jeop/Wheel	CM	630-730pm	--W----	1:00	1	\$6,800.00	1	0.00	NM	1	\$6,800.00
				M-F Jeopardy/Wheel of Fortune											
				JEOPARDY/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$6,800.00		0.00						
E 17	KSNV	11/01/12	11/01/12	Dr. Phil	CM	3-4p	---T---	1:00	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
				Dr Phil											
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$2,400.00		0.00						
E 18	KSNV	10/31/12	10/31/12	Today Show	CM	658a-9am	--W----	1:00	1	\$7,600.00	1	0.00	NM	1	\$7,600.00
				Today Show											
				TODAY SHW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$7,600.00		0.00						
													Totals	18	\$42,900.00